

ONLY \$15 (includes HST)

Includes breakfast & lunch

Pre-registration required

48 hours in advance

+ **FREE** Professional headshot photo

SMALL BUSINESS FORUM 2014

Know-how
Successful
Grow Business Launch
Knowledge Start-ups
Funding Strategies
Sales Experts Tax
Marketing
Entrepreneurs
Learn
Advice
Leadership

DATE

Tuesday, October 21, 2014

TIME

8:00 a.m. to 1:30 p.m.

PLACE

Markham Convergence Centre
7271 Warden Ave.
Markham, ON L3R 5X5

WHO SHOULD ATTEND?

- Start-ups and Micro businesses
- New businesses
- Businesses in growth mode

REGISTER NOW

905-477-7000 ext. 6722
msbc@markham.ca or
msbc.markham.ca

NO-SHOWS/WALK-INS WILL BE CHARGED:

- \$30 (MBT, MSBC, ACCE or RHMCA members)
- \$40 (non-members)

Cancellations up to 48 hrs in advance will not be charged

Substitutions welcome

HOSTED BY:

Markham
Board of Trade
MARKHAM'S PREMIER BUSINESS ASSOCIATION

 **MARKHAM SMALL BUSINESS CENTRE**
HELPING SMALL BUSINESS GROW

AGENDA

8:00 a.m. to 8:30 a.m. Registration, Networking & Breakfast

8:30 a.m. to 8:45 a.m. Welcoming Remarks

- MC: Don De Los Santos, Manager, Markham Small Business Centre
 - Representative, City of Markham
- Representative, Ontario Ministry of Economic Development, Employment and Infrastructure – Ministry of Research and Innovation
 - Representative, Canada Business Ontario

9:00 a.m. to 9:45 a.m. Finding the Right Marketing Mix

A panel of successful marketing experts share their know-how and tips on developing a successful plan for business growth.

Host: Mike Atom, Afternoon Host, 105.9 The Region

- Doug Hohener, CreativeWorks Marketing
- Tina Kalogeropoulos, Rogers Vicinity
- Adina Zaiontz, napkin marketing

START-UPS AND MICRO BUSINESSES

10:00 a.m. to 10:45 a.m.

Core Strategies to Launch a Successful Business

Take the first steps to launching your business by listening to 3 very successful, award winning entrepreneurs describe the challenges of bringing their ideas to life.

Moderator: Richard Cunningham, President & CEO, Markham Board of Trade

- George Arabian, nvision solutions
- Justin Phillips, Code4Armour Inc.
- Mark Wang, Game Hive

10:45 a.m. to 11:15 a.m.
Networking Break

11:15 a.m. to 12:00 p.m.

It's All About the Numbers: Tax Tips and Essential Recordkeeping Skills

Learn the tax and bookkeeping principles, eligible business expenses and cash flow management that every small business needs to survive.

- Jonathan Greenbaum, CA, BDO Canada

BUSINESSES IN GROWTH MODE

10:00 a.m. to 10:45 a.m.

Business Model Canvas as a Tool for Growth

Today's fast changing marketplace is driving a need for companies to quickly develop and evolve their business plans. The Business Model Canvas is an innovative, easy-to-use and practical tool for creating a flexible/adaptable business plan – an ideal support for the growth of your company.

- Jane Gertner, ventureLAB

10:45 a.m. to 11:15 a.m.
Networking Break

11:15 a.m. to 12:00 p.m.

Funding the Growth:

Where to look for financing. What do banks expect to see? Learn how to best position your business for financing.

Moderator: Don De Los Santos, MSBC

- Aisha Husain, Business Development Bank of Canada
- Aristeia Argyropoulos, RBC Royal Bank

12:15 p.m. to 1:45 p.m. Lunch Talk

Maximize Your Business' Exposure While Giving Back to the Community

Speaker: Aaron Madar, Forward Signs Inc.

Sponsors

BMO  Bank of Montreal



BDO Chartered Accountants and Advisors

 **MARKHAM EXECUTIVE OFFICES LIMITED**
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Partners



Canada Business Ontario
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 **ventureLAB™**
Mentoring | Partnering | Connecting

 **Association of Chinese Canadian Entrepreneurs**
創業協進會



RICHMOND HILL & MARKHAM CHINESE BUSINESS ASSOCIATION
烈治文山市 · 萬錦市華商會

 **Ontario Network of Entrepreneurs**

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event catering

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